



Writing Excellent Communication Proposals

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1/25/2019





CDRR Grant Applications Due March 15, 2019

Work Plan Components are worth 50% of total application score

- SMART Objectives
- Target Population and Organizations
- Action Steps
- Performance Measures and Data Sources
- **Communication Activities**
- Evidence and Long-Term Impact

Why is a communication plan important?



- Smarter use of limited resources
- Creating a cohesive effort
- Not spending energy on things that are ineffective
- Making sure you're speaking to your intended audience
- Easier to measure success

Communication Section of Application

Can be an initiation to creating your editorial calendar.

First Steps:

- Look at your goals compared to the grant timeline
- Determine in general what kind of messages, delivered when, will be most impactful





Workplan Activities

- Earned Media
 - Capitalizing on local interventions, national reports/data releases and current events.
- Public Relations
 - Efforts geared toward policy makers and focused on priority policy issues.
- Social Media
- Optional Paid Media

Chapter 6: Promoting Interest

- Why do you want to communicate with the community? (**What's your purpose?**)
- Whom do you want to communicate it to? (**Who's your audience?**)
- What do you want to communicate? (**What's your message?**)
- How do you want to communicate it? (**What communication channels will you use?**)
- Whom should you contact and what should you do to use those channels? (**How will you distribute your message?**)



Identifying Your Purpose

What is the main goal of your communication efforts?



- Becoming known, or better known, in the community
- Educating the public about an issue
- Recruiting program participants or beneficiaries
- Recruiting volunteers to help you with your work
- Rallying supporters or the general public
- Announcing an event
- Celebrating a victory
- Raising money
- Countering arguments, mistakes, or misrepresentations from people or organizations who oppose your work

Identifying Your Audience

Determine the specific audience you are trying to reach...

- Deeper than a general population category
 - “Smoking adults aged 35-50 who live in Douglas County”
- Should be targeted and specific
 - Adult males aged 35-50 who live in Douglas County, smoke cigarettes, are married, and work in the construction industry”

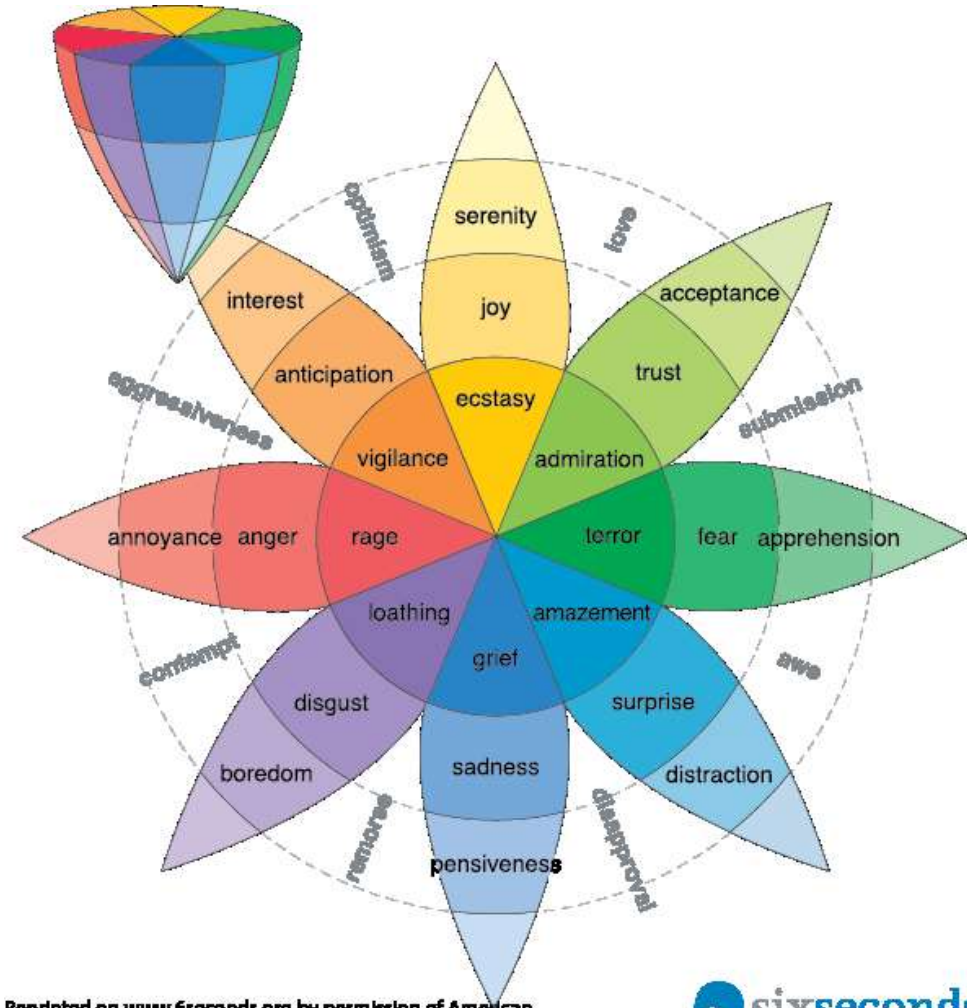
Identifying Your Audience

Characteristics to consider:

- Demographics: gender, age, ethnic and racial background, income, etc.
- Geography: County, city, neighborhood, people who live near a specific landmark, etc.
- Health: people at risk for a specific condition, like high blood pressure, diabetes, or certain cancers; or an overall health promotion effort (eat healthy, exercise, quit smoking).
- Behavior: people participating in specific activities, like people who smoke, youth participating in other community outreach efforts, etc.
- Attitudes: are you trying to change someone's mind about an issue, change a behavior, or educate about a subject they may have no knowledge on at all?
- Direct vs. indirect: Are you directing your message at the person at risk for or experiencing the behavior (the smoker) or at an influencer in their life (the smoker's wife, who may be able to encourage the smoker to quit)?

Determining Your Message

- Content
- Mood
- Language



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Communication Channels

Where will your audience be most likely to see your message?



- Print: posters, flyers, brochures
- Social media
- Newsletters
- News stories
- Press releases
- Presentations or conference tables
- Community events

Writing an excellent communication proposal

You don't have to have the answers to all of these questions...

But you should at least be able to target a general who, what, and where



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graph TD; A[But you should at least be able to target a general who, what, and where] --> B[Use your chosen workplans to focus your audience and messaging for the communication proposal]; B --> C[Use your communication proposal to nail down your editorial calendar];
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Use your chosen workplans to focus your audience and messaging for the communication proposal

Use your communication proposal to nail down your editorial calendar

Communication proposal examples

Examples of not great proposals...

- Earned Media: Will capitalize on current events and releases provided by KDHE.
- Public Relations: Will capitalize on current events and releases provided by KDHE.
- Social Media: Will capitalize on current events and releases provided by KDHE.

Communication proposal examples

Examples of great proposals!

- Staff will engage Resist youth in creating social media posts to highlight awareness of nicotine addiction/JUUL, awareness days such as Kick Butts Day, Great American Smokeout, and other Resist promotional campaigns/events. These posts will be shared on health department pages.
- Will encourage Resist youth to attend at least one City Council meeting, and will arrange for Resist youth to speak to the Council about addiction and prevention if possible.
- Will alert local news outlets about this and other youth-sponsored community events.

Communication proposal examples

Examples of great proposals!

- Will share information about upcoming trail projects with partners and local news outlets.
- Will share information about the need for active transportation and physical activity on health department pages.
- Will hold a community “ground breaking” event to announce opening of new trail, with promotion in the local newspaper and on social media.

But why?

The purpose is not just to make more work for you!

- Additional way for grant reviewers to evaluate your capacity for activity completion
- Competitive grant – small details in grant proposal can be the difference between full and partial funding
- Pre-planning communication activities requires a time investment in the beginning, but saves you time in the long run



Thank you!

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